Website Blueprint

OP-86115

Location: Glendale, CA, USA (serving USA, Armenia, Russia, Georgia, and globally)

Business Type: Behavioral Health Clinic specializing in Pediatric Autism and Developmental Disorders

Target Audience: Parents and caregivers of children with Autism Spectrum Disorder, ADHD, Speech Delay, and other developmental delays; families seeking evidence-based behavioral health treatment; daycare and preschool staff; individuals seeking telehealth behavioral services; multicultural and international families seeking support in the USA, Armenia, Russia, and Georgia.

Executive Summary

Prime Behavioral Solutions provides personalized behavioral health services for children with autism and other developmental differences, focusing on evidence-based care, expert staff, and family support. The clinic stands out with timely communication, a fast assessment process, and a compassionate approach, promoting positive change in home, school, and community settings. By offering both in-person and telehealth services and supporting multicultural families, Prime Behavioral Solutions meets a growing global need for high-quality, individualized autism services.

Primary Goals

- Provide individualized, evidence-based behavioral health treatment to children with developmental disorders
- Empower families and caregivers through ongoing support and training
- Expand access to high-quality behavioral services both locally and internationally

Brand Values

- Compassionate, client-centered care
- Clinical excellence and evidence-based practice
- Timely, responsive communication and ongoing support

Competitive Advantages

- Timely and responsive communication with clients and families
- Fast and efficient assessment process
- Highly qualified, expertly trained professionals delivering evidence-based treatments
- Ongoing support for families and caregivers
- Compassionate, client-centered approach
- HIPAA-compliant telehealth services

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#245293
Secondary		#6bb7bb
Accent		#ffc853

Rationale: Blue gives a calm and trustworthy feel, which is important for families seeking support. The lighter blue-green adds a modern, friendly touch, while the soft yellow accent gives a sense of hope, optimism, and warmth without being overwhelming. These colors work well for families from different backgrounds and are welcoming for parents and caregivers.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: https://fonts.googleapis.com/css2?family=Montserrat:wght@400;700&family;=Open+Sans:wght@400;700&display;=swap

Imagery Style

Use warm, natural photos showing children and families in everyday, positive settings (home, school, and outdoors). Focus on images where children are learning, playing, or sharing happy moments with caregivers and professionals. Since the site serves multicultural families, use diverse and inclusive photos representing different backgrounds. Rotating banners should use high-quality stock photos (until real photos are provided) showing engaged, smiling children, caring adults, and teamwork.

Overall Aesthetic

Professional, inviting, and family-focused. The design should feel safe, hopeful, and supportive. Everything should be easy to find and read, so families feel comfortable exploring. The appearance should show trustworthiness and compassion, with gentle colors and simple, welcoming visuals.

Theme Style

Clean and modern with plenty of open space. Avoid clutter. Use rounded edges and soft shapes to make the site feel warm and non-threatening. Keep buttons and call-to-action areas easy to spot, especially for enrollment and contacting the clinic. Consistent use of accent color for important actions (like 'Get Started' or 'Apply').

Layout Approach

Use a clear menu at the top for main sections like Home, Services, About Us, Careers, Enrollment, and Gallery. Place contact information and maps directly on the homepage for easy access. Service pages should be organized with clear headings and simple bullet points so anyone can scan quickly. Rotating banners highlight core services and compassion. Use simple banners on under-construction pages (languages supported) as requested. Use placeholder galleries until client provides more photos.

Regional Recommended

- Highlight multicultural imagery and language options (Russian and Armenian) as visible tabs or links.
- Ensure fonts and colors work well for both English and non-English readers.
- Show respect for different cultures in photo choices and descriptions.

Regional Avoid

- Do not use red as a main color (it can seem alarming in some cultures).
- Avoid busy or crowded visuals as they can make information hard to find for international visitors.
- Avoid imagery that only shows one culture or background.

Requirements & Features

Homepage Structure

Description: Show a clear welcome message, summary of services, and what makes your clinic different right at the top of the homepage.

Validation: The homepage should greet visitors, quickly explain what you do, and highlight your main specialties and values.

Service Pages

Description: Give each key service a separate page or section, with clear details and instructions on how to get started.

Validation: Each service should have a description and a way to contact or enroll.

Rotating Banner and Gallery

Description: Use rotating banners and a gallery with placeholder images that can be updated later to make the site look professional until real images are ready.

Validation: Live banners and gallery with professional stock photos, to be replaced with real photos when available.

Custom Contact/Enrollment Forms

Description: Include an easy-to-find enrollment form and an application form, each with simple fields but no file uploads.

Validation: Contact/enrollment forms are clear, available in the right places, and easy to fill out.

Language and Localization

Description: Have specific service pages for Russian and Armenian speakers displaying banners saying the pages are in development, in all three languages.

Validation: Service pages show proper banners in English, Russian, and Armenian as requested.

Social Media Integration

Description: Make Facebook, Instagram, and Telegram links easy to find and click, so visitors can connect or learn more.

Validation: Social icons and links work on the Home and Contact/Enrollment pages.

Location and Maps

Description: Show both addresses with their phone numbers and a map for each location right on the homepage.

Validation: Maps and contact info for both locations visible and correct on the homepage.

Page Loading Speed

Description: Make sure the website loads quickly, even with banners, galleries, and maps.

Validation: Pages open fully in a few seconds on desktop and mobile.

Accessibility

Description: Design the website so it can be used by everyone, including people with disabilities.

Validation: Text is easy to read, buttons are big enough, and all images have descriptions.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, introduce the clinic, and quickly explain how you help children and families with autism, ADHD, and developmental challenges.

Sections

Hero

Purpose: Be the first thing people see, give a warm welcome, share your message, and set a caring tone.

Key Elements:

- Friendly welcome headline
- Short introduction about what you offer
- Rotating banner with supportive, relatable images
- Tagline 'Let's Make a Difference Together!'
- Visible menu at the top
- Logo

Strategy: Build trust and encourage parents and caregivers to learn more or reach out for support. Show how easy it is to get help.

Psychology: Visitors want to feel understood and hopeful right away. Comforting language and images can help families feel safe and supported.

Tone: Keep words warm, caring, and reassuring. Focus on support, experience, and making a real impact.

Cta Block

Purpose: Guide visitors to take the next step, such as enrolling, calling, or contacting you.

Key Elements:

- Easy-to-see button to start enrollment
- Quick contact info: phone numbers and email
- Business hours
- Map locations for both offices
- Social media links

Strategy: Remove confusion by showing clear ways to reach out or begin enrollment, so families feel it's simple to get started.

Psychology: Families are often overwhelmed; clear steps and easy buttons help them act right away.

Tone: Make instructions clear and the buttons inviting. Use encouraging phrases like 'Let's Get Started!'

About Us (*Info*)

Purpose: Help families get to know your team, your values, and why you care.

Sections

Team Intro

Purpose: Show the people behind the services and share your founder's story.

Key Elements:

- Founder and CEO profile
- Team member photos and short bios
- Highlights about expertise and compassion

Strategy: Make families feel more comfortable by putting faces and stories to your clinic.

Psychology: Families are more likely to trust and reach out to people they feel they know.

Tone: Keep it personal, honest, and focused on care.

Why Choose Us

Purpose: Explain what sets you apart and why your clinic is special.

Key Elements:

- List of what makes you unique (fast assessments, supportive approach, expert team)
- SOCIAL proof or testimonials when available
- Photos or logos of key partners/accreditations gathered together

Strategy: Build trust and confidence, helping families choose you over other options.

Psychology: Trust grows with clear examples of care, training, and real benefits.

Tone: Simple, fact-based, and warm.

Our Services (*Info*)

Purpose: Show all your main services in a way that's easy to understand and invites families to learn more.

Sections

Service Overview

Purpose: Describe what ABA is and the types of support you offer, in simple terms.

Key Elements:

- What is ABA explained for non-experts
- Icons or visuals for each main service
- Easy-to-skim service summaries: Home-Based ABA, ADHD Support, Behavior Assessments, Social Skills Training, Caregiver Training, Staff Training

Strategy: Help busy parents spot the specific service they need, and see how your help matches their situation.

Psychology: Families want reassurance you can help their exact concern. Breaking it down by need helps them find hope fast.

Tone: Clear, non-technical, and encouraging.

Methods And Approaches

Purpose: Show your commitment to best practices in a way anyone can grasp.

Key Elements:

- Simple explanations of ABA, Positive Behavior Support, Natural Teaching, and other methods
- Visually grouped for fast reading

Strategy: Show expertise without overwhelming, so families feel you truly know what works.

Psychology: Simple trust-building; families want safe, proven, gentle help.

Tone: Explain approaches as if to a parent new to therapy.

Cta Block

Purpose: Offer a clear way to ask questions or begin enrollment after reading about your services.

Key Elements:

- Button to contact or enroll
- Option to call for more information

Strategy: Make taking the next step feel low-pressure and obvious.

Psychology: Prompt action the moment a family feels relief you can help.

Tone: Supportive and clear, with no pressure.

Gallery (*Info*)

Purpose: Show real or placeholder photos connected to your clinic and services, reinforcing friendliness and trust.

Sections

Photo Gallery

Purpose: Share images that reflect your team, settings, and caring atmosphere.

Key Elements:

- Gallery grid of stock or future real photos
- Optionally, short captions for each photo

Strategy: Provide a visual sense of safety and professionalism; help families picture themselves here.

Psychology: Parents are reassured by seeing real environments and people.

Tone: Friendly and descriptive if captions are used.

Enrollment (*Form*)

Purpose: Make it easy for families to sign up or reach out and get started with your services.

Sections

Contact Form

Purpose: Allow visitors to fill out a simple form to begin enrollment or request more info.

Key Elements:

- Custom Enrollment Form (aligned to Pro Website capabilities)
- Clear instructions for next steps after submitting
- No file uploads

Strategy: Lower the barrier to the first contact. Make the process simple and supportive.

Psychology: Families feel more in control when steps are clear and the process is explained simply.

Tone: Step-by-step, positive, and reassuring.

Alternate Contact

Purpose: Let families reach you in the way that works best for them.

Key Elements:

- Phone numbers, email, address, hours again
- Google map for both locations

Strategy: Show you're approachable and available.

Psychology: Many families want reassurance of real, reachable help.

Tone: Welcoming and open.

Careers (*Form*)

Purpose: Invite qualified, caring people to apply for jobs in your clinic and help expand your team.

Sections

Application Form

Purpose: Allow job seekers to submit their interest easily.

Key Elements:

- Custom Application Form (attached for this page)
- List of open positions or note when none are open
- Simple instructions—no file attachment, clear explanation

Strategy: Make applying hassle-free, attracting more candidates.

Psychology: Clear, direct applications reduce stress for potential hires.

Tone: Professional and welcoming.

Training Russian (*Info*)

Purpose: Share updates and upcoming training resources for Russian-speaking families and staff.

Sections

Under Construction

Purpose: Notify visitors that this section is being built.

Key Elements:

- Banner in English, Russian, and Armenian: 'This page is currently under development. Thank you for your patience!'

Strategy: Set realistic expectations for new content and keep visitors informed.

Psychology: Helps avoid frustration for those seeking resources in their language.

Tone: Polite and appreciative.

Training Armenian (*Info*)

Purpose: Share updates and upcoming training resources for Armenian-speaking families and staff.

Sections

Under Construction

Purpose: Notify visitors that this section is being built.

Key Elements:

  • Banner in English, Russian, and Armenian: 'This page is currently under development. Thank you for your patience!'

Strategy: Keep international visitors informed that services in their language are in progress.

Psychology: Reduces confusion and shows commitment to multicultural support.

Tone: Respectful and warm.

Ceu Russian (*Info*)

Purpose: Share continuing education and credential information for Russian-speaking professionals.

Sections

Under Construction

Purpose: Notify visitors that this section is being built.

Key Elements:

  • Banner in English, Russian, and Armenian: 'This page is currently under development. Thank you for your patience!'

Strategy: Manages expectations for professional visitors.

Psychology: Shows you are working to provide helpful resources.

Tone: Straightforward and polite.

Ceu Armenian (*Info*)

Purpose: Share continuing education and credential information for Armenian-speaking professionals.

Sections

Under Construction

Purpose: Notify visitors that this section is being built.

Key Elements:

  • Banner in English, Russian, and Armenian: 'This page is currently under development. Thank you for your patience!'

Strategy: Keeps Armenian-speaking professionals updated.

Psychology: Ensures all key audiences feel included and valued.

Tone: Courteous and positive.

Recommended Sections

  • Company Story
  • Team Profile
  • Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity and Trust

Application: People want to know they are in the right place and can trust you to help their child.

Implementation: Show a caring welcome message, clear summary of services, and real team photos on the homepage so families feel comfortable right away.

Principle: Simplicity

Application: Families may be overwhelmed and need easy steps.

Implementation: Use big buttons for 'Get Started' and 'Apply'. Only ask for needed info in forms. Avoid too much text or small print.

Principle: Cultural Sensitivity

Application: Visitors from Armenia, Russia, and elsewhere need to feel understood and supported.

Implementation: Offer translated banners and pages in Russian and Armenian, paying careful attention to respect and accuracy.

Content Strategy

Area: Homepage

Recommendation: Summarize all main services and show what makes you different right up front.

Implementation: Place a friendly summary, team highlights, and your key specialties in the first sections, using easy-to-understand words.

Area: Service Pages

Recommendation: Give each service its own page or strong section with reasons to choose your clinic and steps to take.

Implementation: List benefits, common questions, and make enrollment just one click away.

Area: Multi-language Support

Recommendation: Add banners and service descriptions in Armenian and Russian to serve international and multicultural families.

Implementation: Display the under-construction banners as requested and plan for full translations later.

Area: Team Section

Recommendation: Show your team's experience and compassion.

Implementation: Include photos and simple descriptions to build trust with parents.

Conversion Optimization

Technique: Easy-to-Find Enrollment Button

Rationale: Clear paths increase the number of families who reach out.

Implementation: Put a large 'Get Started' or 'Apply Now' button at the top and bottom of every page.

Technique: Simple Forms

Rationale: Short, non-intimidating forms reduce drop-off, especially for families who are busy or stressed.

Implementation: Ask only for the most basic info to get started. Remove any fields not really needed.

Technique: Social Proof

Rationale: Families trust you more if they see team info and recognitions.

Implementation: Show your team's credentials, any awards, and recognizable logos in a clear band near the top or mid-page.

Priority Focus

Category: Homepage and Service Clarity

Description: Visitors need to understand your services and trust your clinic in seconds.

Reason: Parents and caregivers are likely stressed and need fast clarity and a simple path to action.

Category: Contact and Enrollment Simplicity

Description: Enrollment forms should be easy to spot and fill out with no confusion.

Reason: Making it simple to get help encourages more inquiries and fewer drop-offs.

Category: Multi-Language Banners and Localization

Description: Serve families from Russian, Armenian, and English-speaking backgrounds by showing clear multi-language banners and messages.

Reason: Multicultural families feel welcome, leading to higher trust and engagement.

Implementation Order

1. Build homepage with summary, team, contact, and map sections
2. Create separate pages for each main service, including About, Careers, and Enrollment
3. Add rotating banner and gallery with placeholder images
4. Set up and test custom contact and enrollment forms (no file uploads)
5. Add social media icons and test all links
6. Add location maps for both addresses
7. Insert multi-language under-construction banners for relevant pages
8. Test page loading speed and fix slow areas
9. Check for accessibility (readable text, image descriptions)

Risk Mitigation

Slow-loading site, especially with image sliders and galleries

Category: Performance

Suggested Action: Use compressed images and reliable plugins; test loading speed and limit number of banners until final images are ready.

Form plugin security risks

Category: Security

Suggested Action: Keep all form plugins updated and never use unsupported plugins. Do not allow file uploads.

Possible confusion with multi-location info

Category: Clarity

Suggested Action: Display both addresses, phone numbers, and maps clearly and separately on the homepage.

Missing or broken social media links

Category: User Experience

Suggested Action: Test all links before launch and make sure they open new tabs, so visitors stay on your site.

Business Impact

Impact Level: High